

REP HEADLINE# 6314170  
\*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP SEP14/12 09.16  
\*\*\* CHANGES \*\*\* \*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/C MACK/R/SEN/FL REP. # OFF. # SALESMAN #  
AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)  
BLAUVELT, NY 10913

ORDER # CONTRACT # 6314170 CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDS OF CONNIE MACK EST#466 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP17/12 SEP21/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP14/12 09.16

REP: REVISION  
RATE REVISION AND SPOT REVISION ON LN 1  
TTL SAME  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN  
CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
FRIENDS OF CONNIE MACK

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = AGENCY EST# = 466  
AGENCY PRODUCT CODE =

| LINE                   | RS | 900A-1000A | 30 | \$550.00 | 9/18 | 9/20 | 1 | TU,TH | 1 |
|------------------------|----|------------|----|----------|------|------|---|-------|---|
| PROGRAM : TODAY SHOW 2 |    |            |    |          |      |      |   |       |   |
| CON COM1: TODAY SHOW 2 |    |            |    |          |      |      |   |       |   |

SEP/12 11950.00 CONTRACT TOTAL 11950.00  
TOTAL SPOTS 12

*Handwritten signature/initials*

| LINE# | REP   | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-------|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
| :     | LINE# | :  | :           | :    | :   | :    | DATE       | DATE     | :        | :         | :    | SPTS:     |

MARKET TOTALS \$42,375    WFLA 28%    WFTS 16%    WTSP 8%    WTVT 48%    WTOG 0%    WTTA 0%    WMOR 0%  
WMOX 0%    WXPX 0%    WWSB 0%    CABL 0%

SHARES ACCURATE

SVC- NSI  
DEMOS- RA35+\*

MOD CODE    A-ADD    B-BUY TYPE    C-CANCELLED    DE-DELETE    E-EFF DATES    L-LENGTH    M-MAKEGOOD    N-PROGRAM NAME

P-CLASS, PLAN, SECT    Q-PAID PGM    R-RATE    S-SPOTS PER WEEK    T-TIME    X-LATE    Y-DAYS    Z-COMMENTS    \*-MULTIPLE

ADV # \_\_\_\_\_ ADV. NAME POLI/C MACK/R/SEN/FL REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)  
 BLAUVELT, NY 10913

ORDER # \_\_\_\_\_ CONTRACT # 6314170 CLASS: NATL. \_\_\_\_\_ LOCAL \_\_\_\_\_ REGIONAL \_\_\_\_\_

PRDCT FRNDS OF CONNIE MACK EST#466 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP17/12 SEP21/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP13/12 10.38

REP: NEW ORDER  
 TTL \$11,950 @13X  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 FRIENDS OF CONNIE MACK



| LINE#  | REP | CD | TIME PERIOD | LGTH | SEC | RATE     | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS  | TOTL SPTS |
|--|-----|----|-------------|------|-----|----------|------------|----------|---------|-----------|-------|-----------|
| 1  |     |    | 900A-1000A  | 30   |     | \$275.00 | 9/18       | 9/20     | 2       |           | TU,TH | 2         |
| AGENCY ADVERTISER CODE =<br>AGENCY PRODUCT CODE =<br>AGENCY EST# = 466 |     |    |             |      |     |          |            |          |         |           |       |           |
| PROGRAM : TODAY SHOW 2<br>CON COM1: TODAY SHOW 2                       |     |    |             |      |     |          |            |          |         |           |       |           |
| 2  |     |    | 500P-530P   | 30   |     | \$900.00 | 9/17       | 9/18     | 2       |           | M-TU  | 2         |
| PROGRAM : 5P NEWS<br>CON COM1: 5P NEWS                                 |     |    |             |      |     |          |            |          |         |           |       |           |
| 3  |     |    | 530P-600P   | 30   |     | \$900.00 | 9/19       | 9/20     | 2       |           | W-TH  | 2         |
| PROGRAM : 530P NEWS<br>CON COM1: 530P NEWS                             |     |    |             |      |     |          |            |          |         |           |       |           |

*Level 550*

| LINE#             | REP | CD | TIME PERIOD | LGTH | SEC | RATE       | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS  | TOTL SPTS |
|-------------------|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|-------|-----------|
| 4                 |     |    | 600P-630P   | 30   |     | \$1,200.00 | 9/17       | 9/20     | 4        |           | M-TH  | 4         |
| PROGRAM : 6P NEWS |     |    |             |      |     |            |            |          |          |           |       |           |
| CON COM1: 6P NEWS |     |    |             |      |     |            |            |          |          |           |       |           |
| 5                 |     |    | 700P-730P   | 30   |     | \$1,000.00 | 9/18       | 9/20     | 3        |           | TU-TH | 3         |
| PROGRAM : 7P NEWS |     |    |             |      |     |            |            |          |          |           |       |           |
| CON COM1: 7P NEWS |     |    |             |      |     |            |            |          |          |           |       |           |
| SEP/12            |     |    | 11950.00    |      |     |            |            |          |          |           |       |           |
| CONTRACT TOTAL    |     |    |             |      |     |            |            |          |          |           |       | 11950.00  |
| TOTAL SPOTS       |     |    |             |      |     |            |            |          |          |           |       | 13        |

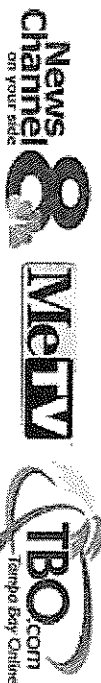
MARKET TOTALS \$42,375
WFLA 28%
WFTS 16%
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WTVT 48%
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WTTA 0%
WMOR 0%
WMOX 0%
WXPX 0%
WWSB 0%
CABL 0%

SHARES ACCURATE

SVC- NSI
DEMOS- RA35+\*

**McLaughlin & Associates - NY**  
 566 South Route 303  
 Blauvelt NY 10913

**Connie Mack/ R/ Senate/ FL**  
 Submission Number 770 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

|   |   |   |
|---|---|---|
| <b>Client:</b> Connie Mack/ R/ Senate/ FL   | <b>Submission Cost:</b> 11950           | <b>Campaign Ref:</b> E:120914008        |
| <b>Buyer:</b> ..                            | <b>Client/Product/Estimate:</b> ././466 | <b>Sales Rep:</b> HRP Washington, DC    |
| <b>Schedule Dates:</b> 09/17/12 to 09/23/12 | <b>Weeks:</b> 1                         | <b>Order Ref:</b> 06314170              |
| <b>Est./PO Number:</b> 06314170             | <b>Contract type:</b> Political         | <b>Business Type:</b> POLITICAL         |
| <b>Associated Copies:</b> No                |   | <b>Business Category:</b> Transactional |

|                                      |                            |   |
|--------------------------------------|----------------------------|---|
| <b>Product:</b> Frnds Of Connie Mack | <b>Booking Group:</b> WFLA | <b>Key Market:</b> Tampa-St. Petersburg, FL |
| <b>Demographic:</b> (L) Household    | <b>Order:</b>              |   |

| Ref  | Sales Product Details           | Rev Type | Rate | Spot Type   | 09/17        | Total | Cost |
|--|---------------------------------|----------|------|-------------|--------------|-------|------|
| 1  | M-F 9a Today Show II<br>.T.T... | 03       | 550  | 30<br>Comme | Nbr of Spots | 1     | 550  |
| 2  | M-F 5p News<br>MT....           | 03       | 900  | 30<br>Comme | Nbr of Spots | 2     | 1800 |
| 3  | M-F 530p News<br>..WT...        | 03       | 900  | 30<br>Comme | Nbr of Spots | 2     | 1800 |
| 4  | M-F 6p News<br>MTWT...          | 03       | 1200 | 30<br>Comme | Nbr of Spots | 4     | 4800 |
| 5  | M-F 7p News<br>.TWT...          | 03       | 1000 | 30<br>Comme | Nbr of Spots | 3     | 3000 |
| <b>Weekly Totals: Total Spots(Ord Spots)</b> |                                 |          |      |             | 12           | 12    |      |

|                     |  |  |  |                         |  |  |  |
|---------------------|--|--|--|-------------------------|--|--|--|
| <b>Grand Totals</b> |  |  |  | <b>Month 9 Weeks: 5</b> |  |  |  |
| <b>Totals</b>       |  |  |  | <b>09/17</b>            |  |  |  |
| Spots               |  |  |  | 12                      |  |  |  |
| Cost                |  |  |  | 11950                   |  |  |  |

**Grand Totals:** Spots: 12

|              |           |
|--------------|-----------|
| Gross Total: | 11,950.00 |
| Commission:  | 1,792.50  |
| Net Total:   | 10,157.50 |